



San Diego City Attorney **MICHAEL J. AGUIRRE**

NEWS RELEASE

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CITY ATTORNEY'S OFFICE PROSECUTES CURB-NUMBERING BUSINESS OWNER FOR SCAMMING HOMEOWNERS

San Diego, CA: Homeowners in the City of San Diego won't be receiving any more deceptive flyers from the owner of a curb-numbering company that pretended to represent the City of San Diego. Wellington Pendell, the owner of *City Addressing Service*, is prohibited from using the misleading flyers as part of a civil settlement filed in San Diego Superior Court today by the City Attorney's Office. Pendell must also pay \$6,000 in penalties and prosecution costs as part of the civil settlement.

The City Attorney's Consumer and Environmental Protection Unit in the Criminal Division prosecuted the case after receiving complaints from four San Diegans who suspected the information in the flyers was fraudulent. The flyers, which claimed to be a "City Notification" or "City Homeowner Notice," stated that address numbers would be applied to curbs at a cost of \$20 to \$30 for homeowners, depending on the style selected. The City of San Diego does not require address numbers on curbs, and Pendell has no connection to the City.

Pendell was prosecuted under California's false advertising and unfair competition laws, which make it unlawful to use deceptive advertising to sell goods or services. Pendell attempted to trick homeowners to pay for the curb numbering by including the following statements on his flyers:

- City Notification.
- This residence and neighborhood has been deemed insufficiently lit for adequate emergency and police service location.
- City Addressing Service will place address numbers on the curb in front of all residences in this area.
- Your residence will be included.
- You must make a selection and follow instructions on the back of the form.

Consumers may file complaints with the City Attorney's Consumer and Environmental Protection Unit by calling 619-533-5600 or visiting the City Attorney's Web site at www.sandiegocityattorney.org and clicking Report Consumer Scams & Rip-offs.

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